



Fall Opening

To-Morrow Morning

We'll have our Opening for Fall business proper. The well-chosen stocks which our buyers have gathered together for you are all ready for your inspection. These new Fall goods have been coming in rapidly during the last week or so—every department is showing what's going to be popular and desirable for Fall and Winter seasons. Goods from the manufacturers *direct from the mills*; goods whose very freshness will charm you, and whose price-invitingness will attract.

**Come To-Morrow, Come Every Day This Week.
The Display is a Worthy One**



This is the Best Skirt Display

This is the Fall Opening Week among the Tailored Skirts for women. All the varied materials are here in ready-for-service skirts. We have many "extras" for this week's selling—many feature items to distribute. Won't you come and share in the profit, an opportunity made possible by the lively business during the month of August.

CHIFFON PANAMA SKIRTS, in brown, navy and black, full platted, with two folds on; special **\$5.00**
FANCY CHECKED AND STRIPED WORSTED SKIRTS, in all the new colors, platted with folds, at **\$8.48**
Extra values in Fine Volls, trimmed with taffeta folds, full platted, some embroidered models, at **\$10.00**
Handsome models in Fine Volls, full ripple-gored Skirts, effectively embroidered in wall of Troy design, at **\$15.00**
Fancy Stripe Worsteds, in brown and navy and green, strap trimmed, with platted gores, at **\$15.00**

New Suits for the Horse Show

The Horse Show Suits are here for women in ample variety. Nothing more interesting than these models specially gotten out for this occasion. It is simply out of the question to try to describe the many beautiful creations awaiting your inspection. Oblige us by paying a visit. You'll be very welcome!

Fancy Striped Serge and Novelty Worsted Suits, all the new shades, 30-inch semi-fitted coats, strictly tailor finished, with pockets; full platted skirts, with fold on; special **\$17.50**
Fancy military effect in all shades of broadcloth; these are cleverly braided and embroidered, full platted skirts, with fold on; special **\$25.00**
Fancy Imported Worsteds, in all the new stripes, fitted and semi-fitted coats, 27-inch length to 36; these are handsomely lined and strictly

tailor finished, full platted skirts, \$35.00 and **\$35.00**
Fine Chiffon Broadcloth Suits, plum, navy, wine and black, in the new Redingot, with Gibson effect, effectively trimmed in braid **\$37.50**
Exclusive models in plum, Copenhagen, wine and green, in the new Redingot effect, coats semi-fitted, exquisitely braided, with new sleeves, full ripple skirts, with folds on, \$45.00 and **\$50.00**

Street or Evening Coats

For Theatre—For Social Functions—For Unusual Occasions

45-inch CLOTH COATS, in gray and champagne, lined throughout, handsomely embroidered in band effects; special **\$15.00**
A full line of EVENING COATS, in all popular shades, effectively embroidered in yoke and panel designs; special **\$25.00**
BROADCLOTH COATS for evening, very handsome capes, full length, in the new shades, double ripple effect, cut extra full; prices, \$25.00 to **\$40.00**
A complete line of FINE BLACK COATS, including several imported models of finest broadcloth, exquisitely braided. All the newest models in Gaiter suit found here. Prices, \$25.00 to **\$100.00**

The Swellest Furs You'll Find Here

Type won't permit us to describe these beautiful Furs properly, so we ask you to come in and see them; it will be of profit to you.

Genuine Mink, Ties, Scarfs and Peterines, from \$20.00 to \$100.00.
Muffs to match, in pillow and fancy effects, from \$25.00 to \$65.00.
Black Lynx Throws at \$25.00 and \$35.00.
Large Pillow Muffs to match at \$25.00.

Just About Linens.

The demand for HOUSEHOLD LINENS has been very great for the past few weeks, caused by the preparation for the entertainment of their guests of the great Episcopal Convention by the housekeepers of the city. Anticipating such a demand, we made ample provision. In Table and Bed Linens, Towels for toilet, bath and kitchen, Mexican, Japanese and German Art Work for the parlors, we have very full stocks, and, what is of equal importance, at unusually reasonable prices. All-Linen Table Damasks at 50c, in full bleached or the German silver bleached, which will whiten in a few washings. Sheets in all widths; and the best Toilet and Bath Towels at 12 1/2c to be found in the city.

To our visitors we would say that if they should desire to carry back with them as remembrances of their visit useful as well as beautiful articles of real value, they will find in fine Table Sets of hemstitched cloth and a dozen Napkins to match, the most appropriate memento, combining, as they do, the useful and ornamental in admirable perfection. Of course, a separate Cloth, or a separate dozen of Napkins or fine Towels, and many other single articles, would be nearly as appropriate. We would be glad to have strangers call at any time.

Strikingly Beautiful Waists for Fall.



This exact style Waist, in ecru net, made over silk, daintily tucked and Cluny trimmed, at **\$5.00**

Creations that you won't run across every day or at every store. Lots of planning, lots of thought, lots of time have been spent in bringing these exquisite waists to these counters. This week's reception among the new waists will be largely attended. You must come and view these strikingly beautiful models.

Excellent values in Taffeta Waists, all shades, including fancy models and plain Gibson skirt, at **\$5.00**
A large assortment of Bern and White Net Waists, made over silk, Cluny and baby Irish trimming, at \$5.00 and **\$7.48**
All-over Irish Lace and Cluny Waists, with handsome medallion trimming, at \$10.00 **\$12.48** and

Exquisite Waists, in pastel shades Chiffon Cloth, made over silk, daintily trimmed with lace and folds of messaline, at **\$15.00**
Handsome Black Silk Net and Cluny Waists, effectively trimmed in medallions and lace, from \$10.00 to **\$15.00**
Novelty Waists in messalines and black lace, made of white chiffon, all new designs and the latest creations in the Waist world, \$17.50 and **\$20.00**



This Handsome Waist, in ecru net, made over silk, entire front and back of Cluny, sleeves trimmed, special **\$7.48**

Warmer Blankets for Colder Nights

Low Priced.

11-4 HEAVY WHITE FLEECE BLANKETS, with pink and blue borders, Antwerp make; here **\$2.00**
11-4 ADIRONDACK WHITE BLANKETS, part wool, pink or blue borders; a \$3.00 value, for **\$2.50**
10-4 LINCOLN SOUTHERN WOOL BLANKETS, pink border; \$3.50 value; Monday's price will be **\$2.98**
11-4 RIO GRANDE WHITE WOOL BLANKETS, \$4.50 value **\$3.48**
11-4 LATONIA WHITE WOOL BLANKETS, pink and blue borders, \$6.50 value, **\$5.00**
11-4 RED BLANKETS, all wool Montpelier make **\$6.00**
11-4 SAGAMORE RED ALL-WOOL BLANKETS; to-morrow **\$5.00**
11-4 SILVER GRAY BLANKETS, Mayflower make, all wool; sale price, **\$5.00**
10-4 STANDARD GRAY BLANKETS, extra heavy, \$1.25 value **\$1.00**
11-4 SILVER GRAY OLYMPIA BLANKETS, \$2.00 value **\$1.50**

McCall's Patterns

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A FREE TRIP TO RICHMOND } From October 4th to October 14th.

During the State Fair and Horse Show all railroads and steamship lines have tickets on sale at reduced prices. By purchasing \$40.00 worth of merchandise of us, or any part of it, and the remainder from any member of the Retail Merchants' Association, you can have your round trip fare paid for 100 miles; also, admission ticket to Horse Show or Fair. If you live more than 100 miles from Richmond, we pay for 100 miles and you pay the difference. In order to save this railroad fare you must make your purchases only from members of the Association. WATCH WINDOWS FOR CARDS OF THIS ASSOCIATION.



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